



DISCUSSION GUIDE

THE ART OF PUBLIC SPEAKING

Presenter: Allison Shapira, Global Public Speaking LLC

Civic Leadership

Lesson Description

No matter where in the world, and no matter what industry or sector, public speaking is essential to exercising leadership. It happens when speaking up in a meeting or at a conference, giving a presentation before a boss or clients, or when inspiring an audience to take action on an important issue — in business or in the community. Learn how to write and deliver a speech or presentation in clear, concise and persuasive language.

Learning Objectives

1. How to craft your message.
2. How to keep the audience engaged.
3. How to overcome your fear of public speaking.

Discussion Questions

1. What is your leadership vision for yourself or your organization, and how can you use public speaking to help achieve that vision?
2. Identify three unique scenarios where you may find yourself speaking in public, such as with friends or family, with colleagues or peers, and with elders or supervisors. Now think of a topic on which to engage them and write a two-minute speech. What words and body language would be appropriate for each audience? What adjustments would you make when changing audiences?
3. Identify a speech or presentation given by a contemporary or historical figure. Examine their words, body language and how they connect with their audience. Identify the elements of the speech that you found most compelling or persuasive – or annoying. What would you do to make this speech your own?

Developmental Actions

1. Identify an upcoming opportunity to give a speech or presentation. Using the skills from this video, write that speech with your target audience in mind.
2. Practice that speech with your group members, using the audience engagement techniques from the video. Incorporate your peers' feedback into your upcoming speech. Use nervousness reduction techniques to calm your nerves before the speech.

About the Video Presenter

Allison Shapira, a former opera singer, founded Global Public Speaking, a consulting business that helps leaders from around the world become more powerful and authentic speakers. Her clientele includes diplomats, business executives, doctors, entrepreneurs, nonprofit leaders and elected officials. Shapira also teaches an executive leadership program at Georgetown University in Washington. Shapira speaks Italian, Hebrew and Spanish and has studied Arabic, Mandarin Chinese, French, Georgian, German, Modern Greek, Polish, Portuguese and Turkish. To see more videos, visit her website at <http://allisonshapira.com/videos/>.

